

## Message Text

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PAGE 01 STATE 126091  
ORIGIN NEA-10

INFO OCT-01 ISO-00 COME-00 EB-07 /018 R

DRAFTED BY NEA/ARP:JJZIOLKOWSKI:LB

APPROVED BY NEA/ARP:JWTWINAM

NEA/ARP:COCECIL

USDOC/CAGNE:Gbeck (INFO)

-----020255Z 029535 /65

R 012003Z JUN 77

FM SECSTATE WASHDC

TO AMEMBASSY KUWAIT

AMEMBASSY JIDDA

UNCLAS STATE 126091

JIDDA PASS RIYADH

E.O. 11652: N/A

TAGS: BEXP, BTRA, KU, SA

SUBJECT: BUSINESS TRAVEL: CREIGHTON REED, MIDDLE EAST  
AND EXPORT SALES MANAGER OF KNOLL INTERNATIONAL

1. REED WILL BE TRAVELING TO ADDRESSEE POSTS AS INDICATED BELOW. HE WILL BE ACCCOMPANIED BY JOHN GATCH AND MOHAMED SALEH OF THE SITRA CORPORATION. PURPOSE TRIP THREEFOLD: (1) GENERAL SURVEY OF FURNITURE MARKETING POSSIBILITIES; (2) IDENTIFICATION OF POSSIBLE AGENTS; AND (3) PURSUIT OF SPECIFIC PROJECTS IN KUWAIT FOR FURNISHING AIR FORCE HEADQUARTERS AND INTERNATIONAL AIRPORT; IN JIDDA FOR KING KHALID MILITARY CANTONMENT AND SAUDI NAVAL EXPANSION PROJECT. KNOLL HAS BEEN IN TOUCH WITH ARCHITECTS AND CONTRACTORS ON THESE PROJECTS.

2. GROUP ARRIVES IN KUWAIT JUNE 3; IN RIYADH JUNE 6;  
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IN JIDDA JUNE 8, DEPARTING JIDDA JUNE 10.

3. IN RIYADH, GROUP WILL ATTEMPT ARRANGE APPOINTMENTS WITH PRINCE FAISAL BIN SA'AD AND PAUL EDEE OF MID-EAST CONSORTIUM. IN JIDDA, WITH OMAR TAKE OF SAJA TRADING COMPANY AND HASHIM ALI REZA OF XENEL INDUSTRIES. GROUP ALSO LOOKS FORWARD DISCUSSING MARKET POSSIBILITIES WITH

COMMERCIAL OFFICERS.

4. FOR KUWAIT: KNOLL INTERNATIONAL HAS BEEN IN TOUCH  
WITH BASHIR FAROUKI OF KHONAINI AND QATAMI REGARDING  
AGENCY/REP AGREEMENT ON PROJECT BY PROJECT BASIS. WOULD  
APPRECIATE VERY MUCH IF EMBASSY COULD CONTACT FAROUKI AND  
ARRANGE APPOINTMENT. WOULD ALSO APPRECIATE EMBASSY'S  
CONTACTING APPROPRIATE PERSON IN YUSUF AHMAD AL-GHANIM  
AND SONS AND REQUESTING APPOINTMENT FOR GROUP. GATCH IS  
FAMILIAR WITH YAAS BUT UNDERSTANDS COMPANY HAS UNDERGONE  
SOME CHANGES RECENTLY AND DOES NOT KNOW WHO HANDLES  
MARKETING AND AGENCY AGREEMENTS.

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## Message Attributes

**Automatic Decaptoning:** X  
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**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Copy:** SINGLE  
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**Drafter:** JJZIOLKOWSKI:LB  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Original Handling Restrictions:** n/a  
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**Subject:** BUSINESS TRAVEL: CREIGHTON REED, MIDDLE EAST AND EXPORT SALES MANAGER OF KNOLL INTERNATIONAL  
**TAGS:** BEXP, BTRA, KU, SA  
**To:** KUWAIT JIDDA  
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**Review Markings:**  
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